

Success Secrets of Today's Leading Entrepreneurs

50

WAYS TO PLAN FOR SMALL BUSINESS

SUCCESS

ERICA NICOLE

Founder of YFS Magazine

A Young, Fabulous & Self-Employed® Publication

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INTRODUCTION

Thank you for supporting *YFS Magazine*'s mission to make entrepreneurship accessible by visiting www.yfsmagazine.com, downloading this [ebook](#) and subscribing to our weekly [newsletter](#).

I created *YFS Magazine* to help entrepreneurs – just like you – work smart, improve workflow, and develop sustainable and profitable companies. I wrote this ebook in collaboration with seventeen of the nation's leading entrepreneurs to reveal proven success secrets and share collective wisdom to help you plan for small business success.

Just between you and me, it is one thing to talk about success and truly another to plan for it; implement goals, processes and steps to achieve it. So what better way to help you plan for success than to share a free ebook that exposes our success secrets?

Success Secrets of Today's Leading Entrepreneurs

There are millions of small businesses in the United States, but what is it that makes some businesses so successful?

We will answer this universal question and equip you with practical business knowledge to enhance your vision and help you create the life and business you have always wanted.

At *YFS Magazine* we believe that with access to knowledge, a clear vision and actionable plans *Young, Fabulous & Self-Employed* brands can inspire and empower you to unleash your greatness into the world. It is my hope that *YFS Magazine* and this free ebook will inspire you to do that and much more.

Erica Nicole - Founder and CEO, *YFS Magazine*



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Insider Access to Powerful Success Secrets

If you are reading this, you are probably actively engaged in business ownership and are interested in applying proven success principles and best practices to your small business. It is also likely that you have found yourself in one or more of these scenarios:

“I know I need a plan to grow my business, but I don’t know where to begin. I barely have enough time in the day to run my company, much less to plan for our future success. I need access to quick and proven tips – without the fluff and hype.”

“I’m working hard in my business, but I don’t feel like I’m any closer to my goals than I was a year ago. I want to start working smarter and see real results from the fruits of my labor as an entrepreneur.”

“It’s been an amazing year so far! I’m excited about what the future holds for my company. I’m ready to plan for more success. It would be great if I could gain access to other successful entrepreneurs, learn their success secrets, and apply them to my growing small business.”

If any of these statements sound familiar, then you are ready for the fresh and provocative business insights that we have revealed in this ebook.



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Hidden Benefits of Planning for Business Success

It has been said, “If you fail to plan, then you plan to fail.” (*Harvey Mackay*, www.harveymackay.com) Instead, we are on a full-tilt mission to help you plan for massive success.

Planning for business success can make the difference between a thriving, profitable company and a business on life support.

Whether your business is gasping for air or ready to improve its peak performance, *YFS Magazine* is here to help you master the essentials and plan for small business success. Now is the perfect time to reflect on the changes you want or need to make in your business.

This ebook is a collection of proven best practices and is the result of collaboration with some of the nation’s leading entrepreneurs across a diverse array of industries. We will reveal candid, behind-the-scenes insights from proven leaders that will educate, motivate, and inspire you to take action and achieve your full potential. Our fresh collection of business insights is designed to help you build a smart, sustainable, and profitable company. And we will explore fundamental success principles that today’s top entrepreneurs employ to get results.

We know that the coordination of knowledge towards a definite purpose is a powerful tool. Therefore simple – yet powerful – expert advice combined with personal definitive action can strengthen a brand and its bottom line.

Whether you are a seed, an early-stage startup, or a growth company, we will share unprecedented access to straightforward business tips you want with the practical approach you need.



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Adopting a fresh business perspective that is fueled by proven strategies can help you realize the hidden benefits of planning for business success. Most importantly, it is our hope that these work-smart tips inspire you to fearlessly take definitive action and develop a results-oriented success plan of your own.

If you are ready for massive business success, then join us!



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50 Ways to Plan for Small Business Success

Erica Nicole, CEO & Founder, YFS Magazine

1. Get results with 30-day tactical plans.

Do you have new business ideas? Great! We want to transform your goals into tangible realities. Prioritize and convert your strategies to tactics at an operational level. Create 30-day tactical plans designed to achieve the greatest immediate value.



Evaluate each effort and ensure that your tasks fuel the overall value of your “big idea.” This simple planning step can turn lofty goals into achievable, impactful, and accountable results.

2. Simplify and get back to basics.

As your small business grows, it is easy to be encumbered by complexities that were meant to improve operations but actually made things harder instead. Regain business clarity by eliminating excess and focusing on your core – the heart and soul of your company and why you exist. It is easy to get lost in perpetual habits that do not truly add value. Instead, recommit your company to simplicity. Cultivate your business “green thumb.” Prune what is unfruitful to leave room for strong ideas and programs to flourish.



Complexity is your enemy. Any fool can make something complicated. It is hard to make something simple.”

- Richard Branson, Founder of Virgin Group



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3. Tune up and prevent future problems.

Tune up your business for optimal performance. Take a look back at this year and commit to a thoughtful approach for assessing what you did well and what went wrong. Clearly identify lessons learned. Do not be afraid to honestly evaluate shortcomings and wins. Consider it “regular maintenance.” The justification for this evaluation is simple: business “tune ups” can prevent major problems from occurring down the road.

Bill Clark, President & Founder, *MicroVentures Marketplace*

4. Make your business fundable.

More often than not, you must raise capital from outside investors to take your operation to the next level. Before you ask people to invest, make sure your business is fundable and sustainable.



Investors are always looking for opportunities that line up with their risk and return profiles in the near and long term. Make sure your business is geared appropriately with respect to both.

5. Manage your cash flow.

Your bottom line is extremely important, and overspending could make the difference in whether or not you are able to grow and be profitable. Review your budget quarterly, at a minimum, and look for ways to cut your costs and operate more efficiently without cannibalizing the customer experience.

For example, before launching a product, run a small-scale market test to determine the potential revenue and margin contribution. If the numbers make sense, move ahead to the full-scale launch and track customer feedback.



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A significant number of small businesses fail because they do not listen to their customers and then adapt their business models. The result is a crippling cash crunch.



Value investors look at cash flows. If a company can maintain present cash flows for 5 or 6 years, it's a good investment. Investors then just hope that those cash flows—and thus the company's value—don't decrease faster than they anticipate.”

- Peter Thiel, Co-founder of PayPal

6. Find great advisors and mentors.

Every entrepreneur wears multiple hats and has limited time to remember everything. A solid network of advisors and mentors that provides perspective and advice is of the utmost importance. Reach out to your network. Find out who has experience in areas where you are weak. You will be surprised to discover how many people are willing to help you and may also want to invest in your business.

Christine Kirk, CEO & Founder, *Social Muse Communications*

7. Stop looking in your rearview mirror.

Competition will always exist. Instead of focusing on what others are doing, remain crystal clear about where you and your company are headed. The best inspiration – directional business clues – will come from your customers. Focus on providing the best offerings possible and stop being distracted by outside noise.



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If we can keep our competitors focused on us while we stay focused on the customer, ultimately we'll turn out all right.”

- Jeff Bezos, Founder of Amazon

8. Establish your personal brand.

As you serve your clients and customers, do not forget the importance of developing a brand voice of your own. Every entrepreneur should have an up-to-date and ongoing social media presence that is professional, informative, and focused on showcasing the entrepreneur's work.

Think of your social networks as your digital resume. What do they say about you?

9. It is all about teamwork.

As the old adage says, "It takes a village!" Consider this: Rome was not built in a day or by one person. As a founder, do not forget that you are only as good as your team and the people you surround yourself with each day.

Let go of the idea that you can do everything yourself. You cannot. Hire people who are smarter than you, people who are good at things that you are not good at and who complement your skills. As Steve Jobs once said, "A lot of companies ... hire people to tell them what to do. We hire people to tell *us* what to do." ("Steve Jobs: 'Computer Science Is A Liberal Art.'" *NPR*. NPR, 6 Oct. 2011. Web. 19 Dec. 2012.)



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Chris Myers, CEO & Co-founder, BodeTree

10. Invest in yourself.

Running a business can be all-consuming. Be sure to take time to revisit the reasons that drove you to start your company in the first place. Make a point to highlight everyday achievements. Find opportunities to reward yourself for everything you have accomplished.



This can be as simple as leaving the office a few hours early or finally scheduling that dream vacation you have been talking about for years. You are a leader, and everyone is taking cues from you. Now is the time to become the engaged, productive, and enthusiastic contributor that you know you can be.

11. Invest in your team.

Build loyalty from your most important asset: your team. Find ways to invest in your employees and cultivate their talents. This does not necessarily mean monetary rewards. Take interest in things that inspire them. Find ways for your team to grow alongside the company.

Research indicates that recognition and personal engagement play a much greater role than money when it comes to determining an employee's happiness with his or her employer. Now is your time to become the boss that they could not imagine leaving.



“Always treat your employees exactly as you want them to treat your best customers.”

- Stephen R. Covey, Author of The Seven Habits of Highly Effective People



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12. Invest intelligently.

Think strategically about how you spend cash and other resources in your business. Allocate funds and energy to activities that will really differentiate your product and/or service.

Simultaneously, do not hesitate to pull back spending and energy from nonessential items. This may sound like heresy, but now is the time to fire those customers that drain you and your team – customers that are preventing you from moving forward. Reevaluate all aspects of your business, including customer experience, processes, and your people. It will become very clear what matters – and what does not matter.

Tara Gentile, Lab Director & Co-founder, Kick Start Labs

13. Reduce, refocus, and delegate your workload to new hires.

Whether you need to hire support staff, virtual employees, and interns, or maybe even consult with a specialist on individual projects, it is probably time to recruit new talent. Many small business owners tend to become a jack of all trades to the detriment of their business growth and personal sanity.



Evaluate your workload and assess what areas would be better served by delegation. Make the investment in a new contractor or employee. Then refocus your work on long-term strategic business development.

14. Create a plan for evaluating new opportunities.

Growing a small business can seem like a never-ending search for opportunities to increase reach and sales.



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Many small business owners act on opportunities that result in more work, less focus, and fewer results – all in the name of “growth.”

Take time to determine what you want to accomplish in your business and evaluate what initiatives have resulted in the greatest positive impact for your company. Let your newfound knowledge empower you to say “no” more often as you only embrace opportunities that deliver the return you desire.

15. Spoil your best customers.

You know those customers who are always first in line to buy your new product or first to walk through the doors of your promotional events? Or possibly you have a group of clients that always deliver kind and constructive feedback?

Those customers should be at the forefront of your mind when you are dreaming up future initiatives. Let your top customers know that they are the “center of your business universe” and how much you truly appreciate their partnership.

Provide personalized attention by offering special gifts, a phone call, access to beta tests, or an exclusive sneak peek at new offerings.



There is only one boss. The customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else.”

- Sam Walton, Founder of Walmart



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Nina Kaufman, Esq., CEO & Founder, Kaufman Law PLLC

16. Acquire customer testimonials.

Gather testimonials from happy customers and clients to help hone what is working well in your business. Explore all facets of how you acquired and served those happy clients and look to replicate and scale the experience. Not only will you develop solid business systems, but you may also maximize profits and minimize breach of contract lawsuits. And, it is great PR to boot!



17. Lose excess business weight.

In a still-fragile economy, now is the time to get lean and strong. Stop doing things that are unproductive and not giving you leverage. Release underperforming employees, lackadaisical suppliers, and unprofitable product or service lines. Your body cannot carry excess weight well, and neither can your business.



True startup productivity is not just making more stuff, but systematically figuring out the right things to build.”

- Eric Ries, Author of The Lean Startup

18. Take yourself out to lunch.

Change your environment. Take yourself out to lunch or go for a 15-minute walk. When you are so busy that you have to eat at your desk, you are more than likely overworked, understaffed, and overwhelmed by multitasking. That is a recipe for disaster. Sending Client A's deliverable to Client B or mistakenly broadcasting confidential information with a "Reply All" response will not invoke customer confidence. Not to mention dealing with a food-clogged laptop keyboard, which, by the way, adds to your tech expenses.



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Amy Jo Martin, CEO & Founder, *Digital Royalty*

19. Educate your employees on social media.

Social media is not just for your customer service or marketing teams. It impacts every aspect of your business – from sales to human resources. It can shape and impact management decisions, legal communications, and your brand’s reputation. Every employee represents your brand in some way. Therefore, educating them on the importance of social media and how to properly use it only serves to better your business.



20. Humanize your social media marketing efforts.

Let some of your most influential company leaders interact on your social media networks. Everyone in your company has a personal brand and a story to tell. Remember, your customers do not buy what you do – they buy *why* you do it. Social media is the perfect platform to show your customers the face behind the brand they love.



“Once you can understand where the conversation is, who leads, the type of voices and the best place for you to add your voice, you can then start becoming a more active participant.”

- Mitch Joel, President of Twist Image

21. Think locally with your social media efforts.

Part of the “magic” of social media is that it allows us to connect virtual communication with our physical world. Focus on ways to localize and customize social media messages about your product or service to drive more geo-targeted online and foot traffic.



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Evan Kirkpatrick, CEO, Wendell Charles Financial

22. Fix the roof.

As JFK famously stated, “The time to repair the roof is when the sun is shining.” (Kennedy, John F. “State of the Union Address.” *Infoplease*. n.d., 11 Jan. 1962. Web. 19 Dec. 2012.) If things are going fantastically well at your company, great!



Seriously, good for you. Now, go fix the roof, because there is a leak somewhere, and if you spend too much time celebrating accomplishments, you will get crushed by your competition.



“Watch the little things; a small leak will sink a great ship.”

- Benjamin Franklin, One of the Key Founding Fathers of the United States

23. Assign a “DRI” for every project.

DRI is an acronym for “Directly Responsible Individual.” This is a method of management used by some of the world’s most recognized brands, including Apple, Inc. and Google. Before you undertake a project, assign the task to a specific team member who will then be held responsible for its completion. Simple, but effective.

24. Measure everything.

As the CEO of an investments firm that manages private wealth, philanthropic accounts, and 401(k)s, I know that measurement is an absolute and nonnegotiable success principle. Every company, across industries, should become obsessively clinical about metrics.



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For example, track and measure website traffic, customer acquisition, sales revenue, and other factors you deem important. Define your quarterly *dream* results and ensure that progress is made daily.

Make certain your vision is clear and compelling enough for team members to believe that the extra effort is worthwhile.

Kimberly Bordonaro, President, *Kimberly Bordonaro Personal Branding*

25. Focus on results.

Too many entrepreneurs lose control of their time to interruptions and menial tasks that are not focused on results. Create a daily to-do list that includes five priority items. Plan your schedule to complete those tasks.



Include 15-minute breaks throughout the day to check email or attend to issues of lower priority. This should be your most important productivity habit this year.

26. Forget resolutions and create a motto instead.

Why do most people fail to achieve their New Year's resolutions? Typically, this happens because there is little motivation to keep going without immediate results. Instead of writing out resolutions you will soon forget, craft your "annual goal motto." Your motto can include three to five words that describe the "big idea" of what you want to achieve. Stay focused by posting your motto where you can see it daily.



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27. Be trend savvy, not trend silly.

Each year, a multitude of marketing reports are released like fireworks at a parade. It is easy to get caught up in the hype of emerging trends. Before you apply trends to your business, ask yourself, “How can I incorporate this trend into our current marketing efforts? And, “Can this trend inspire a new product or service that solves our customer’s pain points?” Only adopt business trends that positively align with your brand vision. A business trend may be cool, but leave it alone if it does not impact your bottom line.

“As far as things I avoid, I always avoid following trends just because they're trends.”

- Rachel Roy, American fashion designer

Kenny Nguyen, Founder & CEO, Big Fish Presentations**28. Cut early and cut deep.**

Address business problems immediately. The longer you take to deal with problems, the worse they tend to become. Generally, things you do not want to address need the most attention.



By developing solutions in the early stages, you will prevent future headaches, emotionally-charged decisions (such as firing key team members), and unnecessary pressure.

“The universe is so well balanced that the mere fact that you have a problem also serves as a sign that there is a solution.”

- Steve Maraboli, Author of Life, the Truth, and Being Free



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29. Keep your goals close to you and your team.

We have found great success by placing our top five goals in the main room of our office. By keeping our goals close to us (pretty much in our faces!), we have been able to focus and are less likely to yield to distractions.

By sharing your company's goals, every team member knows how they can play their part in hitting the marks and, ultimately, in working as a cohesive unit. Keep your goals close to your team. Remind them that everyone plays a part in the company's success. Moreover, do not forget to celebrate the "wins."

30. Shut up and listen to your customers.

A Fortune 100-sized company, one of our larger clients, recently came to us for a solution that we thought already existed. When we discovered that it did not exist, we asked, "Why not just create it ourselves?"

If a larger company is looking for a specific solution, imagine how many other companies might be as well. Listen to your customers and answer their call. Who knows? If you succeed, your new offering could just be the "next big thing" for your company.

Lindsey Donner, Co-founder, *Well Versed Creative*

31. Set clear content marketing goals and milestones.

Today, many small businesses hear "content marketing" and mistake it for a silver bullet. But, a silver bullet for what? Hiring a writer, team, or agency to produce business content is useless if there is no end target.



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Who is your target market? Will you leverage content to drive traffic, educate leads, or simply grow brand reputation? What metrics will you use to define success?



I realized the importance of having a story today is what really separates companies. People don't just wear our shoes, they tell our story.”

- Blake Mycoskie, CEO of Tom's Shoes

32. Hire a writer for ongoing content strategy work.

Many fledgling small business owners do not have the budget to contract a good writer, so they scout someone online who will do the job at below-market rates. The problem with this method is substantial: there is little accountability for the end result. Many end up rewriting the content or asking someone else on the team to do it. In effect, they pay three times the initial price. Instead, ask for referrals and find writers that have the bandwidth to be your partners.

33. Tech first – then content marketing.

Do you regularly update your company blog? Are you actively growing your email list? Is your company's Facebook Page updated consistently? If you cannot answer “yes” to these three questions, then do not invest in content. Throwing a bunch of content at a blank and inactive digital wall is useless.

Revisit your company website. Make sure it is easy to read, navigate, and share. Ensure that visitors can easily interact and repost content with one click. Before you develop a content strategy or pay a writer, set them up for success. Your customers and your content team will thank you for it.



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Tai Beauchamp, CEO & Founder, The BluePrint Group**34. Partner effectively.**

Entrepreneurs, especially new small business owners, often relish the idea of being "independent" of larger corporate entities and structures. However, developing partnerships with medium-sized and enterprise level companies actually has the potential to help your small businesses grow.



This approach is not about selling equity in your company but rather focuses on seeking strategic ways to partner with other organizations – large and small – to fill a void and better serve your customers. There is strength in strategic partnerships.



Partnering is the quickest, most effective way to re-engineer a business.”

- Curt Sahakian, Author of Corporate Partnering, A How-To Handbook

35. Build a well-curated board of advisors.

As you grow your business, seek out advisors with different skill sets and areas of expertise. Then engage them meaningfully, efficiently, and effectively. Be careful not to ask for too much from them, but be sure to leverage their insights when possible.

Additionally, bringing a diversified group together will not only benefit your business, but it can also benefit the individuals on your team by expanding their spheres of influence and connecting them with likeminded and equally progressive peers.



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36. Hire good people and reward them!

Whether you decide to hire an assistant, associate, manager, director, or intern, your business is only as strong as the team that supports and works with you. Hire, engage, and reward your team well!

If you want to brush up on your leadership and management skills, read Richard Branson's book entitled *Like a Virgin: Secrets They Won't Teach You at Business School* and begin to incorporate solid teambuilding activities into your company culture – this is what management is all about.

Chelsea Krost, Founder, *The Chelsea Krost Show***37. Leverage the power of social media.**

Social networks such as Facebook, Twitter, Pinterest, and LinkedIn are incredible networking tools that can help promote your business and expand your following. These social networking sites can attract consumers, other brands, and influential people that can help you build a significantly stronger brand.



Social media is not going away any time soon; the time is *now* to start building a social media presence.

38. Explore mobile commerce with apps like ShopKeep, Foursquare, and Intuit.

The future of commerce is mobile. Start integrating cross-platform applications and business tools into your daily operations. For instance, try ShopKeep: an iPad POS system that is literally less expensive than a traditional cash register.



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Boost awareness and retail foot traffic using location-based social networking websites for mobile devices, such as Foursquare. Lastly, leverage financial tools by Intuit to organize payroll, complete transactions on the go, track personal expenses, and stay eco-friendly by receiving email receipts in lieu of paper ones.

39. Find your niche, and then tailor your branding.

If you start a bakery, software company, clothing shop, health food store, or dog walking business, create something unique within your industry that will separate you from your competitors. Invest your time, money, and energy into your marketing strategy. Hire a skilled graphic designer to develop compelling online assets: a website, logo, business card, and social media branding. Ensure that your marketing is coherent and eye-catching.



If you want to be known for everything, you'll be known for nothing.”

- Dan Schawbel, Managing Partner of Millennial Branding LLC

Tony Gaskins, CEO & Founder, Gaskins Productions

40. Live outside the box!

It is not enough to think outside the box; you must also live outside the box. Do not try to just reach those on Earth – make what you are doing so appealing that a visiting alien would want to support you!



41. Go the extra mile.

In business, avoid doing just enough to “compete.” Go above and beyond what your competition is doing. There is no traffic on the extra mile.



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42. Be present.

Do not work against the past or stress over the future. Take care of the moments, and the days will take care of themselves. Innovate every second of the day, and that innovation will separate you by light years from those who attempt to compete with you.



“Success is not final, failure is not fatal: it is the courage to continue that counts.”

- Winston Churchill, British Politician and former UK Prime Minister

Mitchell Harper, CEO & Co-founder, Bigcommerce**43. Bet big on mobile.**

Make sure your customers can access and purchase your products and services anywhere, from any device.

**44. Reinvent yourself.**

Contemplate new opportunities to rethink your brand, design, logo, etc. Branding trends are always evolving, and you need to stand out from competitors.



The biggest adventure you can ever take is to live the life of your dreams.”

- Oprah Winfrey, Chairwoman and CEO of Harpo Productions

45. Increase social media engagement.

Resolve to do more on social media. Set a goal to engage with one customer every single day. It will not take very much time, and you could potentially reap big rewards down the road.



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Lauren Rich, Director & Founder, *RICHPR*

46. Offer quality social media content.

Embrace the fact that, to be a successful brand these days, you must not only reach consumers on social media, but you must also effectively communicate based upon a tailored content strategy.



Sorry, folks! One Facebook post per week and a single tweet a day does not cut it anymore. Stay educated about the public relations landscape with online resources such as PRDaily.com – my personal favorite source for social media tips and strategies.

If you do not have time for do-it-yourself PR, then outsource; interview freelancers, social media consultants, and PR and social media agencies to locate someone that is up to speed on social media. Most importantly, make sure your new hire understands your brand's voice. There is a wealth of resources out there. Utilize them.

47. Recharge and develop work-life balance.

No one – not an even a successful entrepreneur – can work 24/7. Prevent burnout and set aside time for yourself. Plan a weekend away, a day at the spa, or even some time to work remotely from another location (tropical climate, anyone?).

Making small tweaks to your time-crunched schedule can do wonders: these adjustments can recharge your mental batteries, give you a renewed perspective, and get you ready to rock!



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48. Stop letting fear hold you back.

This may sound like a cliché, but it has never been truer than when it is applied to entrepreneurship. Just remember that as a business owner, it is your job to break barriers and do what most people think "is crazy."



You can conquer almost any fear if you will only make up your mind to do so. For remember, fear doesn't exist anywhere except in the mind."

- Dale Carnegie, Author of How to Win Friends and Influence People

Bryan Angelo, President, Empowered Media Group**49. Establish goals.**

Establish specific short-term and long-term goals to act as an outline for your future success. Whether you are looking to increase sales by the end of next quarter or to develop additional revenue streams with your current clients, mark these goals on your calendar. Outline your annual goals and routinely stay on top of them. When you have a blueprint to refer back to, you are more likely to achieve what you have set out to do.



The trouble with not having a goal is that you can spend your life running up and down the field and never score."

- Bill Copeland, American Poet



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50. Know your competitors and your market.

If you notice that your competitors are a bit too comfortable with their market position, look for new growth opportunities and work twice as hard to gain an upper hand. Know what your market wants.

Conduct market research using social media networks and stay up-to-date with industry trends through blogs that cover your market. Always try to stay ahead of the game, because the moment you miss an opportunity, you miss a lot of potential sales.

Bonus Tips

Vasavi Kumar, Founder, *Vasavi Kumar Coaching*

51. Hang with the right people.

Spend your time and energy with people who are committed to pushing the human race forward. Be very selective – not only about the kind of people you want in your professional network, but also about the kind of client base you want to develop.

**52. Trust your gut.**

If “it” does not feel good (deep down inside you), then you probably should listen to your natural instincts. If a new sales opportunity, partnership, or client presents itself to you, meet all representatives in person when possible.

Your intuition will tell you within the first eight seconds of meeting someone whether you should stay or walk away. If your gut screams “No!” loud and clear...then listen.



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53. Keep taking calculated risks.

Listen. Either go big or go home. This is your chance to make a difference on the planet – to possibly change someone's life and to thrive personally. There is no room for mediocrity. You have what it takes. You are going to be faced with self-doubt each and every day. The bigger the game you are playing in business, the bigger the risk. Acknowledge this and keep moving.



Behold the turtle. He makes progress only when he sticks his neck out.”

- American Educator, Scientist and former President of Harvard University

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YFS Magazine is the definitive digital magazine for startups, small business news and entrepreneurial culture. *YFS Magazine's* mission is to deliver fresh, provocative and insanely-addictive business-know how to small business decision makers and influencers. Known for its editorial coverage on the intersection of entrepreneurship and pop culture, *YFS Magazine* has been featured and/or mentioned in The Wall Street Journal, Forbes, Portfolio.com, Fox Business Network, The Huffington Post, Black Enterprise, Business Insider, Mashable, AOL.com, and many others. Learn more at <http://www.yfsmagazine.com>.



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